

1/23

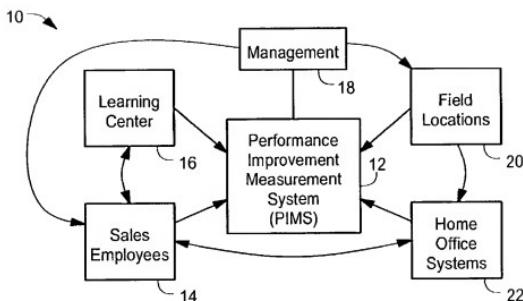


FIG. 1

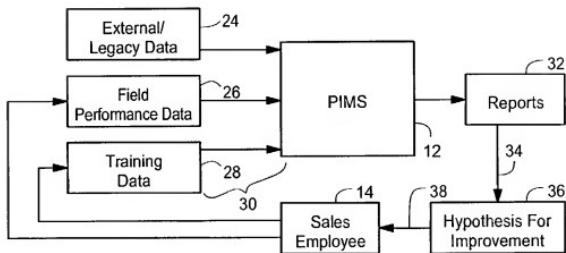


FIG. 2

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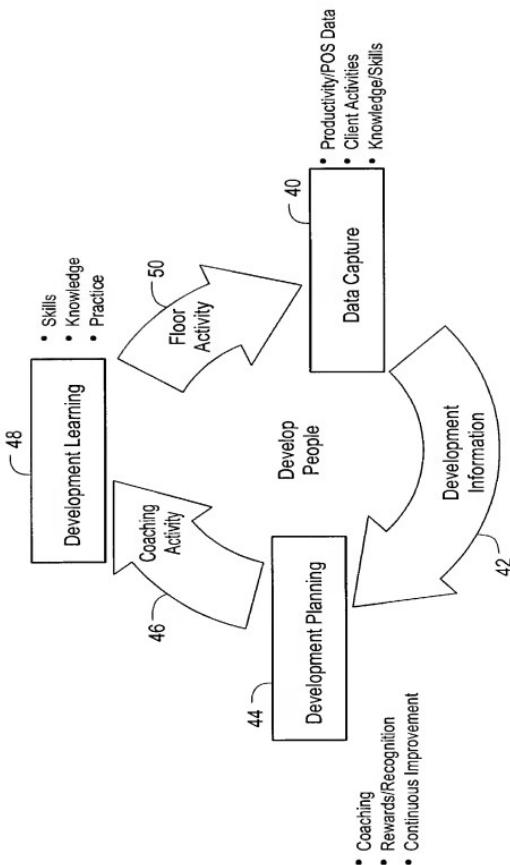


FIG. 3

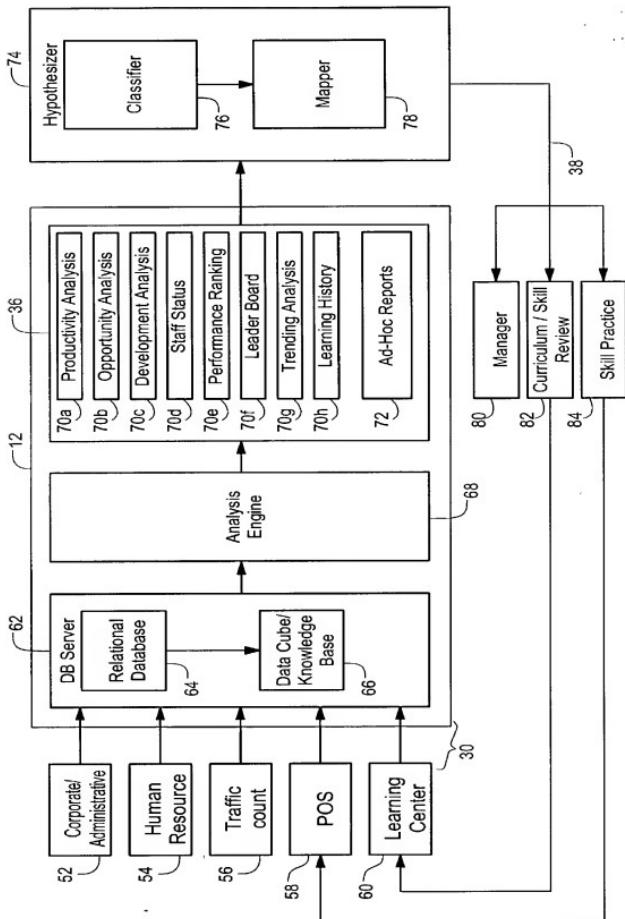


FIG. 4

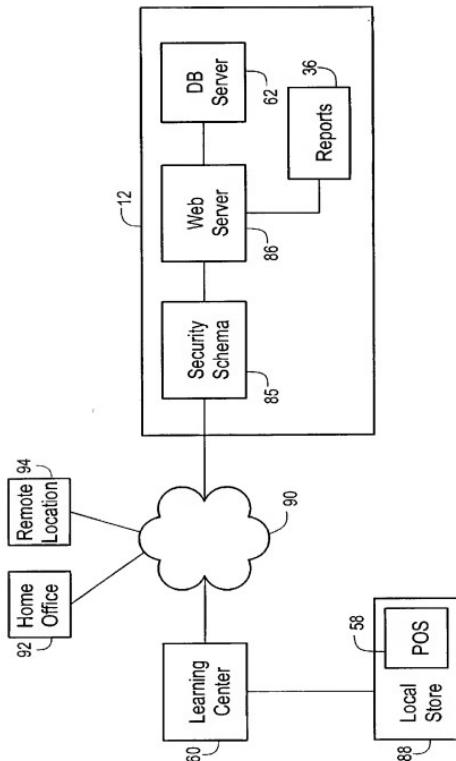


FIG. 5

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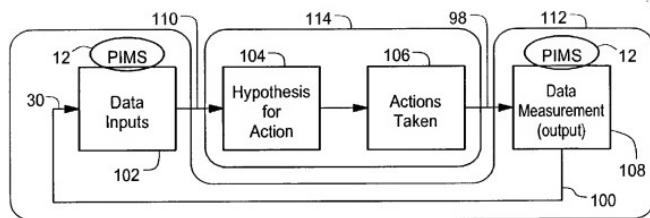


FIG. 6

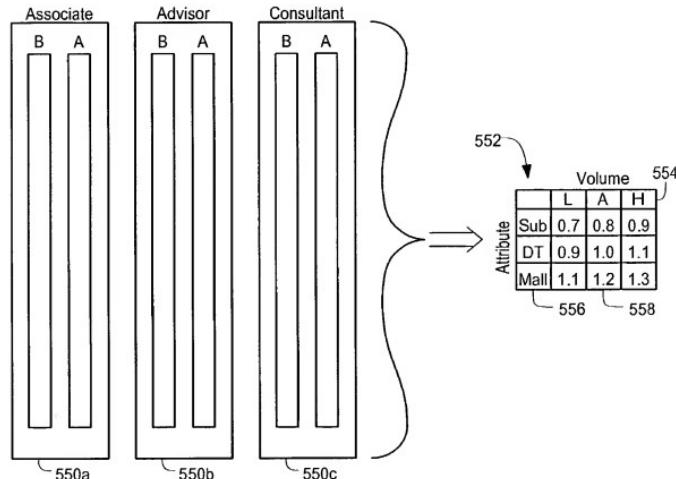


FIG. 10

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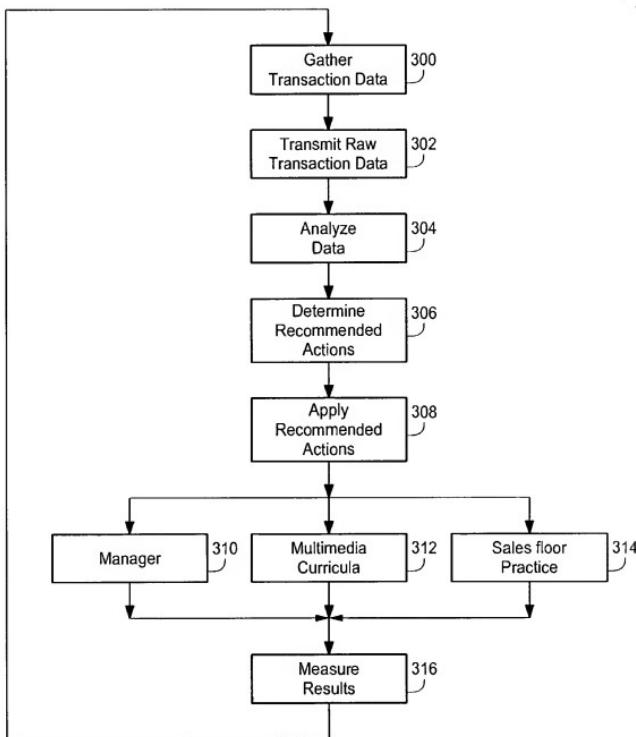
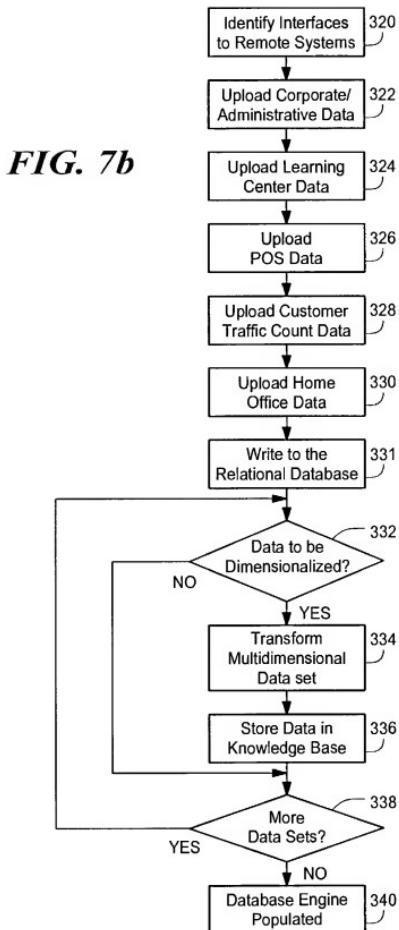


FIG. 7a

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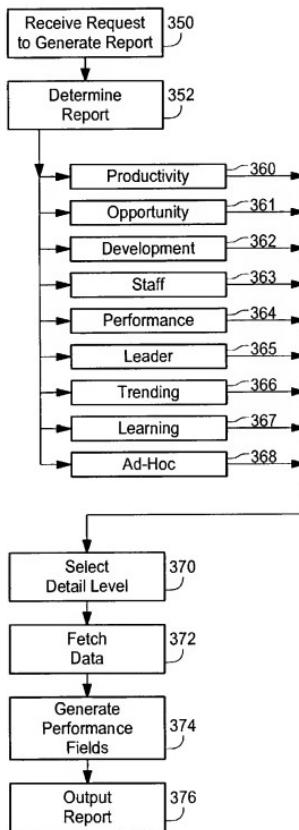


FIG. 7c

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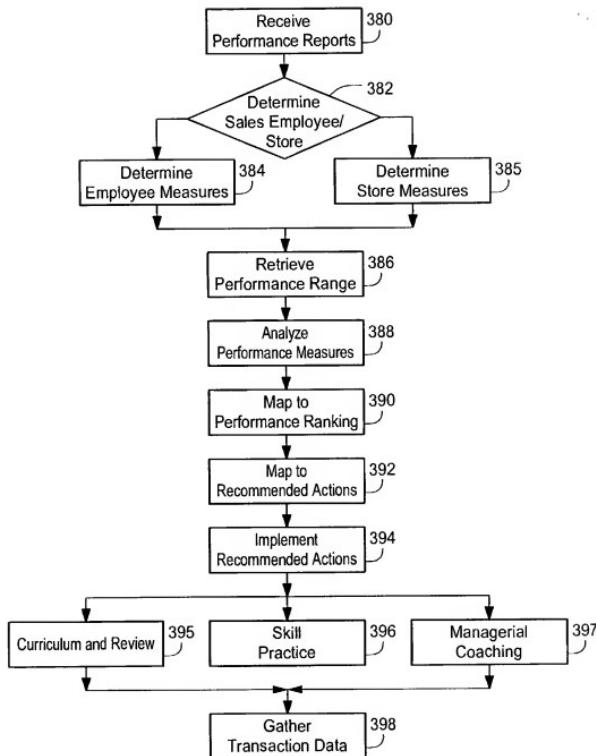


FIG. 7d

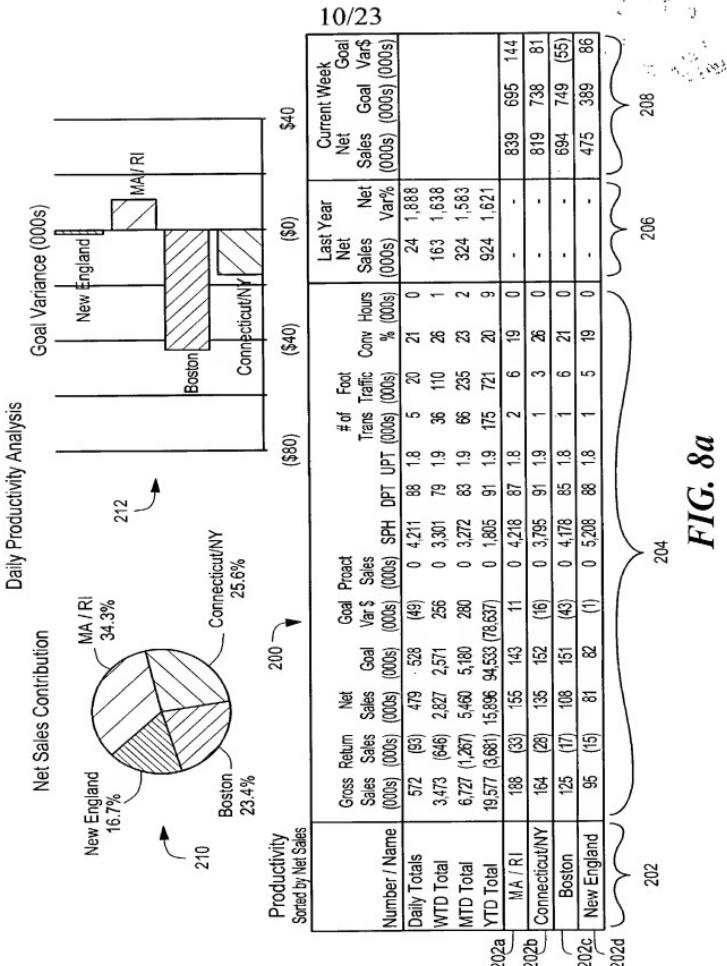


FIG. 8b

Weekly Productivity Analysis

Net Sales Contribution

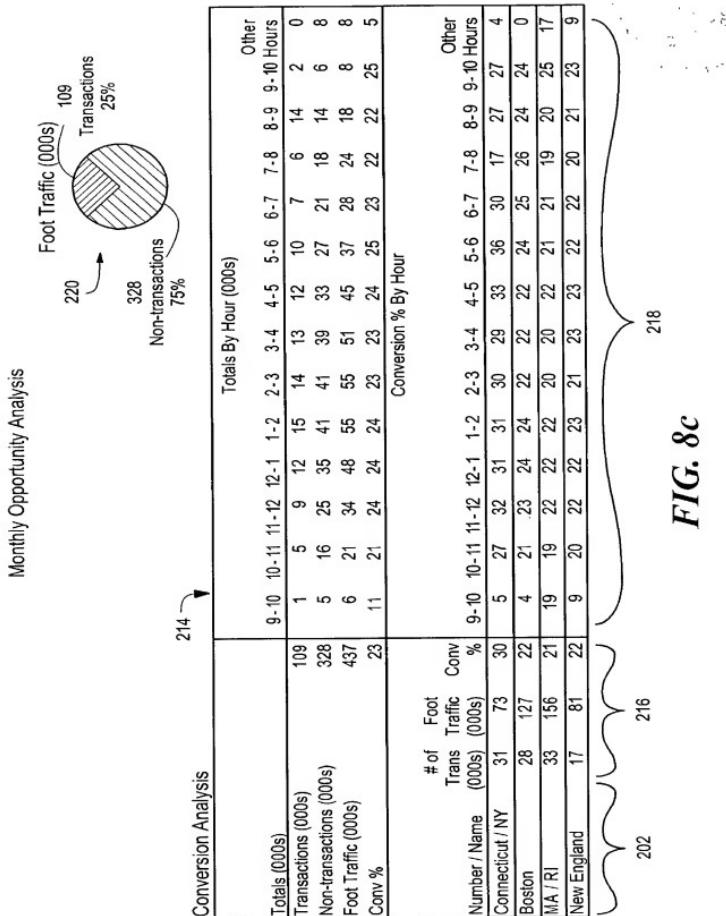


Productivity
Sorted by Net Sales

| Number / Name | Gross Sales | Return Sales | Net Sales | Goal | Goal Prodct | Var \$ Sales | SPH | DPT | UPT | Foot Conv | % Hours | Last Year Net Sales | Net Sales Var% | Current Week Net Sales | Net Sales Goal Var\$ | | |
|-------------------|-------------|--------------|-----------|-----------|-------------|--------------|-------|-----|--------|-----------|---------|---------------------|----------------|------------------------|----------------------|--------|---|
| YTD Total | 113,609 | 0 | 84,648 | 95,156 | (10,508) | 0 | 1,486 | 67 | 1.8 | 6,235 | 20 | 59 | 89,500 | (9) | 97,840 | 0 | |
| MTD Total | 413,261 | 0 | 288,381 | 256,859 | 31,531 | 0 | 1,999 | 66 | 1.9 | 4,372 | 18,497 | 23 | 144 | 241,400 | 19 | 67,391 | 0 |
| YTD Total | 3,614,448 | (614,952) | 3,199,497 | 7,083,751 | (3,884,253) | 0 | 4,341 | 153 | 18,208 | 66 | 99,100 | 20 | 737 | 1,768,000 | 87 | 53,405 | - |
| Associate E1 | 27,071 | 0 | 27,071 | 0 | - | 0 | 104 | 25 | 26 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Associate E2 | 26,029 | 0 | 26,029 | 0 | - | 0 | 145 | 28 | 180 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Associate E3 | 13,971 | (68) | 13,903 | - | - | 0 | 6,179 | 82 | 22 | 169 | 0 | 2 | 0 | 0 | 0 | 0 | |
| Associate E4 | 13,637 | 0 | 13,637 | 0 | - | 0 | - | 7 | 21 | 178 | 0 | 0 | 0 | 58,925 | 0 | 0 | |
| Associate E5 | 7,360 | 0 | 7,360 | 0 | - | 0 | - | 66 | 21 | 111 | 0 | 0 | 0 | 16,597 | 0 | 0 | |
| Associate E6 | 2,854 | 0 | 2,854 | 0 | - | 0 | 394 | 71 | 21 | 40 | 0 | 7 | 0 | 13,834 | 0 | 0 | |
| Associate E7 | 2,821 | 0 | 2,821 | 0 | - | 0 | - | 69 | 21 | 41 | 0 | 0 | 0 | 9,914 | 0 | 0 | |
| Associate E8 | 2,793 | 0 | 2,793 | 0 | - | 0 | - | 50 | 18 | 56 | 0 | 0 | 0 | 21,977 | 0 | 0 | |
| Associate E9 | 2,136 | (40) | 2,096 | - | - | 0 | - | 87 | 18 | 24 | 0 | 0 | 0 | 6,101 | 0 | 0 | |
| Associate E10 | 1,694 | 0 | 1,694 | 0 | - | 0 | - | 68 | 18 | 25 | 0 | 0 | 0 | 7,260 | 0 | 0 | |
| Associate E11 | 1,355 | (240) | 1,115 | 0 | - | 0 | 496 | 112 | 32 | 10 | 0 | 2 | 0 | 9,434 | 0 | 0 | |
| Associate E12 | 1,104 | 0 | 1,104 | 0 | - | 0 | - | 85 | 25 | 13 | 0 | 0 | 0 | 14,869 | 0 | 0 | |
| Associate E13 | 687 | (78) | 699 | 0 | - | 0 | - | 87 | 14 | 7 | 0 | 0 | 0 | 5,977 | 0 | 0 | |
| Associate E14 | 972 | (911) | 461 | 0 | - | 0 | - | 35 | 11 | 13 | 0 | 0 | 0 | 6,648 | 0 | 0 | |
| Associate E15 | 996 | (560) | 456 | 0 | - | 0 | - | 23 | 9 | 19 | 0 | 0 | 0 | 932 | 0 | 0 | |
| Store Manager E16 | 364 | (284) | 80 | 0 | - | 0 | - | 16 | 10 | 5 | 0 | 0 | 0 | 385 | 0 | 0 | |

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12/23



13/23

214 ↘

218 ↗

Transaction Analysis Weekly Opportunity Analysis

| Number / Name | Description | # of Trans | Sales Transactions By Hour | | | | | | | | Other | | | | |
|--------------------|-------------|------------|----------------------------|-------|-------|------|-----|-----|-----|-----|-------|-----|-----|-----|------------|
| | | | 9-10 | 10-11 | 11-12 | 12-1 | 1-2 | 2-3 | 3-4 | 4-5 | 5-6 | 6-7 | 7-8 | 8-9 | 9-10 Hours |
| Totals | | | 9-10 | 10-11 | 11-12 | 12-1 | 1-2 | 2-3 | 3-4 | 4-5 | 5-6 | 6-7 | 7-8 | 8-9 | 9-10 Hours |
| Associates on Duty | | 6 | 6 | 6 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |
| Transactions | | 1,255 | 0 | 25 | 88 | 141 | 162 | 177 | 180 | 142 | 129 | 79 | 40 | 19 | 0 |
| Non-transactions | | 5,040 | 63 | 213 | 380 | 435 | 622 | 615 | 675 | 563 | 451 | 385 | 284 | 175 | 60 |
| Foot Traffic | | 6,295 | 63 | 238 | 476 | 576 | 784 | 792 | 885 | 705 | 580 | 464 | 357 | 215 | 127 |
| Conv % | | 20 | 0 | 11 | 18 | 24 | 21 | 22 | 21 | 20 | 22 | 17 | 20 | 19 | 15 |

FIG. 8d

202

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| Productivity Summary | | Gross Sales | Return Sales | Net Sales | Goal | Goal Var \$ | Proactive Sales | SPH | DPT | UPT | TPH | # of Trans | Hrs |
|----------------------|---------|-------------|--------------|-----------|------|-------------|-----------------|-----|-----|-----|-------|------------|-----|
| MTD Total | 110,058 | (246) | 109,812 | - | - | 0 | - | 150 | 2.5 | 324 | 730 | 2 | |
| YTD Total | 265,451 | (2,366) | 263,084 | - | - | 0 | - | 146 | 2.4 | 800 | 1,800 | 2 | |

FIG. 8e

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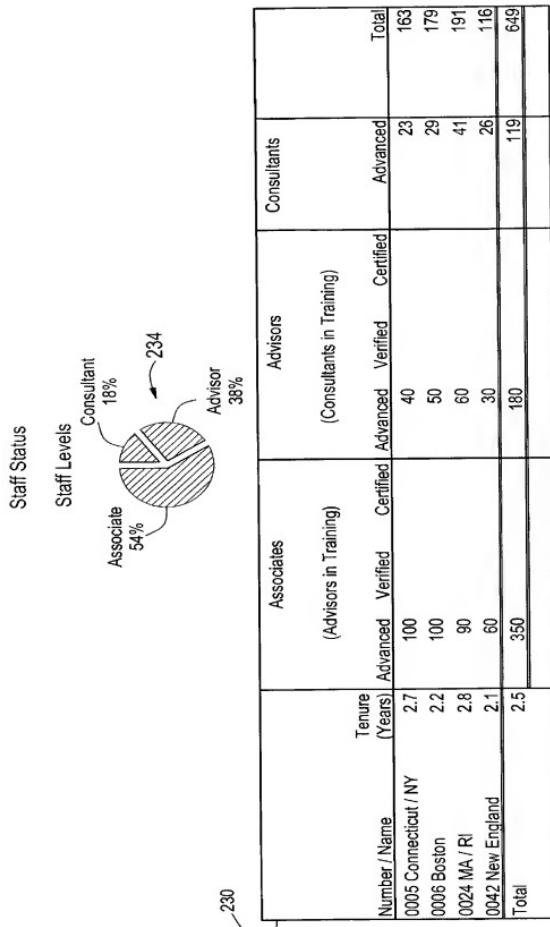


FIG. 8f

232

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Performance Ranking

240

| Number / Name | Gross Sales | Return | Net Sales | Goal Sales | LY Net Sales | Projact Sales | % Total Sales | SPH | DPT | UPT | # of Trans (000s) | Foot Traffic (000s) | Conv % | Hours (000s) |
|-----------------|-------------|--------|-----------|------------|--------------|---------------|---------------|-----|-------|-----|-------------------|---------------------|--------|--------------|
| | (000s) | (000s) | (000s) | (000s) | (000s) | (000s) | (000s) | | | | | | | |
| Connecticut, NY | 3,326 | (729) | 2,587 | 2,711 | (114) | - | 0 | 0 | 2,817 | 83 | 1.9 | 31 | 73 | 29 |
| MA / RI | 3,318 | (767) | 2,551 | 2,510 | 40 | - | 0 | 0 | 3,353 | 78 | 1.8 | 33 | 156 | 18 |
| Boston | 2,852 | (569) | 2,283 | 2,798 | (515) | 600 | 0 | 0 | 2,033 | 81 | 1.9 | 28 | 127 | 21 |
| New England | 1,795 | (344) | 1,451 | 1,327 | 123 | - | 0 | 0 | 1,769 | 83 | 1.9 | 17 | 81 | 20 |

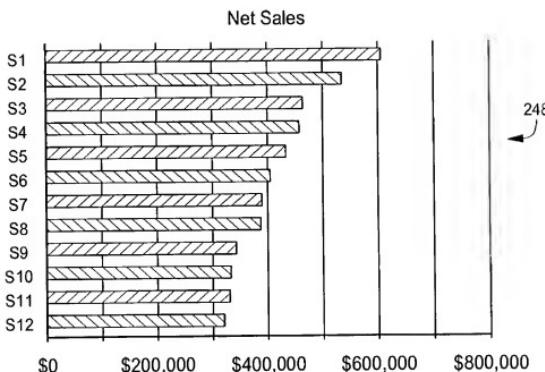
236

238

FIG. 8g

17/23

Leader Board



242

| Rank | Store | Net Sales |
|------|-------|-----------|
| 1 | S1 | 606,931 |
| 2 | S2 | 531,718 |
| 3 | S3 | 461,874 |
| 4 | S4 | 459,173 |
| 5 | S5 | 432,294 |
| 6 | S6 | 405,657 |
| 7 | S7 | 391,964 |
| 8 | S8 | 388,885 |
| 9 | S9 | 344,313 |
| 10 | S10 | 332,095 |
| 11 | S11 | 331,600 |
| 12 | S12 | 319,592 |

244

246

FIG. 8h

18/23

Monthly Trending Analysis

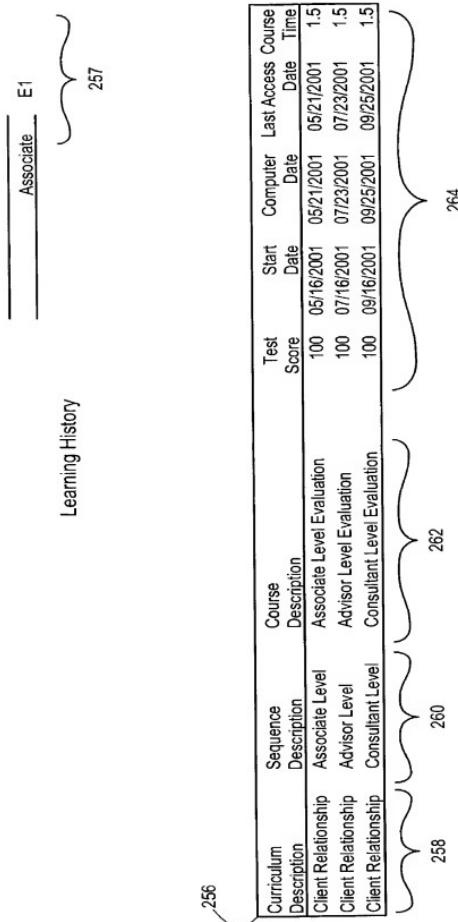
250

Productivity

| Number / Name | 2001 Period 10 Actual | 2001 Period 10 Goal | 2001 Period 9 Actual | 2001 Period 9 Goal | 2001 Period 8 Actual | 2001 Period 8 Goal | 2001 Period 7 Actual | 2001 Period 7 Goal | 2001 Period 6 Actual | 2001 Period 6 Goal | 2001 Period 5 Actual | 2001 Period 5 Goal |
|-----------------|--------------------------|------------------------|-------------------------|-----------------------|-------------------------|-----------------------|-------------------------|-----------------------|-------------------------|-----------------------|-------------------------|-----------------------|
| Total | | | | | | | | | | | | |
| Net Sales | 9,881,717 | 9,346,925 | 27,470 | 9,802,627 | 0 | 12,077,480 | - | 6,378,590 | - | 6,792,985 | - | 10,244,393 |
| SPH | 2,450 | - | 10 | - | 0 | - | - | - | - | - | - | - |
| DPT | 81 | - | 96 | - | - | - | - | - | - | - | - | - |
| UPT | 1.9 | - | 2.2 | - | - | - | - | - | - | - | - | - |
| TPH | 30 | - | 0 | - | - | - | - | - | - | - | - | - |
| Conv % | 23 | - | 1 | - | - | - | - | - | - | - | - | - |
| Connection I/NY | | | | | | | | | | | | |
| Net Sales | 2,596,960 | 2,711,111 | 0 | 2,763,975 | 0 | 3,418,083 | - | 1,695,117 | - | 1,963,114 | - | 2,958,411 |
| SPH | 2,817 | - | 0 | - | 0 | - | - | - | - | - | - | - |
| DPT | 83 | - | - | - | - | - | - | - | - | - | - | - |
| UPT | 1.9 | - | - | - | - | - | - | - | - | - | - | - |
| TPH | 34 | - | - | - | - | - | - | - | - | - | - | - |
| Conv % | 30 | - | 0 | - | 0 | - | - | - | - | - | - | - |
| Boston | | | | | | | | | | | | |
| Net Sales | 2,283,313 | 2,798,237 | 22,098 | 3,280,156 | 0 | 3,985,591 | - | 2,156,003 | - | 2,072,636 | - | 3,271,754 |
| SPH | 2,033 | - | 38 | - | 0 | - | - | - | - | - | - | - |
| DPT | 81 | - | 103 | - | - | - | - | - | - | - | - | - |
| UPT | 1.9 | - | 2.3 | - | - | - | - | - | - | - | - | - |
| TPH | 25 | - | 0 | - | - | - | - | - | - | - | - | - |
| Conv % | 22 | - | 1 | - | - | - | - | - | - | - | - | - |
| MA / RI | | | | | | | | | | | | |
| Net Sales | 2,550,825 | 2,510,361 | 78 | 2,500,513 | 0 | 3,118,615 | - | 1,589,860 | - | 1,706,599 | - | 2,652,819 |
| SPH | 3,353 | - | 0 | - | 0 | - | - | - | - | - | - | - |
| DPT | 78 | - | 78 | - | - | - | - | - | - | - | - | - |
| UPT | 1.8 | - | 1.0 | - | - | - | - | - | - | - | - | - |
| TPH | 43 | - | 0 | - | - | - | - | - | - | - | - | - |
| Conv % | 21 | - | - | - | - | - | - | - | - | - | - | - |
| New England | | | | | | | | | | | | |
| Net Sales | 1,450,619 | 1,327,216 | 5,294 | 9,346,925 | 0 | 1,555,191 | - | 937,610 | - | 1,050,636 | - | 1,361,409 |
| SPH | 1,769 | - | 8 | - | 0 | - | - | - | - | - | - | - |
| DPT | 83 | - | 77 | - | - | - | - | - | - | - | - | - |
| UPT | 1.9 | - | 2.0 | - | - | - | - | - | - | - | - | - |
| TPH | 21 | - | 0 | - | - | - | - | - | - | - | - | - |
| Conv % | 22 | - | 1 | - | - | - | - | - | - | - | - | - |

FIG. 8i

19/23



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Associate

| # Trans | UPT | DPT | Action(s) |
|---------|-----|-----|--|
| L | L | L | 1 + 2 + 3 |
| L | L | A | 1 + 2 |
| L | L | H | 1 + 2 |
| L | A | L | 1 + 2 |
| L | A | A | 1 + 2 |
| L | A | H | Congratulate on good job with the clients you work with 1 + 2 |
| L | H | L | 1 + 2 |
| L | H | A | 1 + 2 |
| L | H | H | Congratulate on good job with the clients you work with 1 + 2 |
| A | L | L | 3 |
| A | L | A | 3 |
| A | L | H | 3 |
| A | A | L | 3 |
| A | A | A | Congratulate on good job 3 |
| A | A | H | Congratulate on good job 3 |
| A | H | L | 3 |
| A | H | A | Congratulate on good job 3 |
| A | H | H | Congratulate on good job 3 |
| H | L | L | 3 |
| H | L | A | 3 |
| H | L | H | 3 |
| H | A | L | 3 |
| H | A | A | Congratulate on great job 3 |
| H | A | H | Congratulate on great job 3 |
| H | H | L | Congratulate on great job |
| H | H | A | Promotion Candidate |
| H | H | H | Promotion Candidate |

516

512

L = Low, A = Average, H = High

1 = Preparing Yourself | 2 = Engaging Client | 3 = Sharing Information

514

518

FIG. 9a

21/23

Advisor

| UPT | # Trans | DPT | Action(s) |
|-----|---------|-----|---|
| L | L | L | 1+2 |
| L | L | A | 1+2 |
| L | L | H | 1+2 |
| L | A | L | 1+2 |
| L | A | A | 1+2 |
| L | A | H | 1+2 |
| L | H | L | 1+2 |
| L | H | A | 1+2 |
| L | H | H | 1+2 |
| A | L | L | 3+2 |
| A | L | A | 3+2 |
| A | L | H | 3+2 |
| A | A | L | 3+2 |
| A | A | A | Congratulate on good job 3 |
| A | A | H | Congratulate on good job 3 |
| A | H | L | 2 |
| A | H | A | Congratulate on good job |
| A | H | H | Congratulate on good job |
| H | L | L | 3 |
| H | L | A | 3 |
| H | L | H | 3 |
| H | A | L | Congratulate on great job |
| H | A | A | Congratulate on great job Possible Promotion for Candidate |
| H | A | H | Congratulate on great job Possible Promotion for Candidate |
| H | H | L | Promotion Candidate |
| H | H | A | Promotion Candidate |
| H | H | H | Promotion Candidate |

520

L = Low, A = Average, H = High

1 = Understanding Needs 2 = Creating Solutions 3 = Balancing Experiences

522

FIG. 9b

22/23

| Consultant | # Phone Contacts | # Appts | # Clients | Action(s) |
|------------|------------------|---------|-----------|--|
| 524 | L | L | L | 1 + 2 |
| | L | L | A | 1 + 2 |
| | L | L | H | 1 + 2 |
| | L | A | L | 1 |
| | L | A | A | 1 |
| | L | A | H | 2 + 1 |
| | L | H | L | 1 |
| | L | H | A | Congratulate on working well proactively with client; find out why low phone contact |
| | L | H | H | Congratulate on working well proactively with client; find out why low phone contact |
| | A | L | L | 2 + 1 |
| | A | L | A | 2 |
| | A | L | H | 2 |
| | A | A | L | 2 + 1 |
| | A | A | A | 2 |
| | | | | Congratulate on good job |
| | A | A | H | 2 |
| | | | | Congratulate on good job |
| | A | H | L | 2 + 1 |
| | A | H | A | 2 |
| | | | | Congratulate on good job |
| | A | H | H | 2 |
| | | | | Congratulate on good job |
| | H | L | L | 2 + 1 |
| | H | L | A | 2 |
| | H | L | H | 2 |
| | H | A | L | 2 + 1 |
| | H | A | A | 2 |
| | | | | Key player to leverage & possibly promote |
| | H | A | H | 2 |
| | | | | Key player to leverage & possibly promote |
| | H | H | L | Key player to leverage and promote and find out why low clients 1 |
| | H | H | A | Key player to leverage and promote |
| | H | H | H | Key player to leverage and promote |

L = Low, A = Average, H = High

| | | |
|-----------------------|------------------------|----------------------|
| 1 = Offering Services | 2 = Delighting Clients | 3 = Driving Business |
|-----------------------|------------------------|----------------------|

23/23

Level: Store

528

| Usage of DCE Tools | Sales Associate Issues | Team Composition | Action(s) |
|--------------------|------------------------|------------------|---------------------------------------|
| N | L | L | Congratulate on good job 3 |
| N | L | A | Congratulate on great job |
| N | L | H | Congratulate on good job 3 |
| N | A | L | 3 |
| N | A | A | No action - watch for improvement |
| N | A | H | 3 |
| N | H | L | 2 + 3 |
| N | H | A | 2 |
| N | H | H | 2 + 3 |
| Y | L | L | 1 + 3 |
| Y | L | A | 1 |
| Y | L | H | 1 + 3 |
| Y | A | L | 1 + 3 |
| Y | A | A | 1 |
| Y | A | H | 1 + 3 |
| Y | H | L | SM needs immediate help. 1 + 2 + 3 |
| Y | H | A | SM needs immediate help. 1 + 2 |
| Y | H | H | SM needs immediate help. 1 + 2 + 3 |

N = No, Y = Yes

L = Low/Under staffed, A = Average/Appropriately staffed, H = High/Over staffed

530

| |
|--|
| 1 = Phone SM and schedule store visit to discuss learning tools |
| 2 = Plan store visit and coach SM to prepare individual development plan |
| 3 = Plan quarterly/semi-annual store visit to review personnel strategy and development plan |

FIG. 9d